



Defining Today's Technology Standards; Empowering Tomorrow's Solutions.

QR Code Experts Offer Preventive Tips to Help Avoid "Quishing" Attacks



Best Practices to Avoid QR Code Phishing

The globally open QR Code (ISO/IEC 18004) is being maliciously encoded to redirect to unwanted websites. This practice is known as QR Code phishing, or "quishing" to deceive users. Scanning these codes with the mobile devices (smartphone) default camera app can lead to fraudulent websites, unauthorized downloads, or theft of sensitive information. The attack leverages the trust users have in QR Codes for easy access to information or transactions. Below are some considerations one should take before scanning any digital items:

- Inspect the Code:** Before scanning, visually inspect the QR Code for any signs of tampering, such as redaction, misalignment, or alterations to the design.
- Verify the Source:** To ensure safety when scanning QR Codes, first, install a reputable QR Code scanner app from a trusted source, such as an official app store, as these apps often include security features to detect malicious codes. Most apps will display the URL, before directing you to it, so check that the URL begins with "https://" as it indicates the site uses encryption, though this does not guarantee the site is entirely secure. If you have any doubts about the URL, contact the organization directly. Additionally, exercise caution by only scanning QR Codes from trusted sources and be extra cautious with codes found in public places or received through unsolicited emails or messages to protect against potential threats.
- Enable Security Features:** Ensure your smartphone's security settings are up to date. This includes enabling features such as app permissions and security patches. When using a scanning app, make sure it is set to show the URL first before redirecting to a page.
- Avoid Personal Information:** Refrain from scanning QR Codes that request sensitive information such as login credentials, banking details, or personal identification numbers (PINs).

QR Codes offer convenience and efficiency in accessing digital content and continue to grow in popularity due to the many benefits. By adopting best practices and understanding possible risks, individuals and organizations can enjoy the benefits of QR Codes while minimizing the threat of phishing attacks. It is important to stay informed about evolving cybersecurity threats and to apply critical thinking when interacting with any potentially suspicious digital content. AIM remains committed to promoting awareness and ensuring the secure adoption of AIGD technologies across all industries.

AIM Global: 100 Allegheny Drive, Suite 1205C, Warrendale, PA 15086 USA | 724-742-4470 | info@aimglobal.org | aimglobal.org

AIM is pleased to announce the release of a new educational resource developed by the Technical Symbology Committee (TSC). The **Best Practices to Avoid QR Code Phishing** infographic provides essential insights into protecting individuals and organizations from malicious QR code phishing or 'quishing'.

This infographic offers clear, actionable steps to consider before scanning a QR Code.

[View](#)

UDI Compliance with VUEMEDS Chris Anderson and Kate McAlister

Tune in to our latest podcast featuring VUEMEDs Chris Anderson and Kate McAlister as they discuss the benefits and challenges of UDI compliance and the future of UDI regulations.

[Listen](#)



Outlook and Predictions Editorial: Share Your Vision for 2025

Your contributions will be featured prominently, enhancing your visibility in a publication that will be searchable online and available as a PDF. This is a prime opportunity to position your company as a leader in driving growth and innovation within the sector.

Submission Deadline: October 30th

Questions?

Contact Bethany Deane at +1 724-742-4470 or bethany@aimglobal.org

[Learn More](#)

Join Us for the AIM Partnership Breakfast at PACK EXPO!

November 5th | 7am local time

Join us for a complimentary networking/education session during the PACK EXPO event!

Event Highlights:

- **Networking with Peers:** Start your morning with coffee and conversation. Discuss industry news and trends with like-minded professionals
- **Digital Technologies in the Packaging World:** Gain insights on how AIM's industry groups are guiding companies on how to use freshness sensors, temperature indicators, NFC / RFID, and other innovations to track purchases, monitor inventory, and more.

- **State of the Packaging Industry Update:** Get the latest insights from the PMMI team, including key findings from the PMMI State of the Industry Report and updates on 2D code transitions.
- **Innovations in AIDC:** Engage with a panel of AIM experts discussing how AIDC technologies monitor the location and status of packaging and other assets and improve efficiency, reduce costs, and prevent loss.

This is a perfect chance to network, learn, and contribute to the future of our industry. Don't miss out—register now to secure your spot!

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New Member Spotlight: Camcode Global



At the item level, [CCG](#) identifies physical assets and ensures that the captured data is consistent with what is channeled into organization's ERP systems. Ensuring their data is clean and accurate allows orgs to speed up their communication and make better-informed decisions regarding predictive maintenance, configuration management, supply chain management, and much more.

[AIM Blog: Unlocking the Potential of RFID Tag Recycling and Disposal](#)

As industries adapt to environmental regulations, improving the recyclability of RFID tags is increasingly essential. Read this blog and learn about AIM's whitepaper which highlights the challenges and solutions in RFID recycling, emphasizing the industry's shift toward eco-friendly designs and recovery programs driven by compliance with regulations like the

[Read](#)

AIM Germany Autumn Meeting

9-11 October

As part of the AIM Autumn Forum 2024, the results and projects of the AIM Experts Groups will again be presented; The board and management report on the current activities of the association. In addition, an interesting lecture program is planned, in which external guests and experts will comment on current and future-oriented topics.

[Info](#)

AIDC Connect Asia 2024

19- 20 November

The **AIDC CONNECT ASIA 2024** event is coming to **Macau** from **19 -20 November!** This year we are proud to co-organize with the 2024 IEEE International Workshop on Wireless Sensing Technologies and Applications (IWSA). Don't miss out on this chance to connect with the AIDC community and explore the future of digital transformation.

[Info](#)

Positive Patient ID as a Cornerstone of Patient Safety

October 8 | 4pm IST



Register for AIM India's exclusive webinar Discover the latest AIDC trends in the healthcare sector and hear from Johnny Ong, Healthcare Practice Leader, APAC at Zebra Technologies, as he shares insights on leveraging RFID technology to improve patient safety and streamline healthcare operations.

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Don't miss out—reserve your spot today!

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Securing the Aerospace and Defense Supply Chain with Non-Cloneable Security Markers Webinar

Webinar Rewind



AIM Case Study Competition | AIDC winner iTRACE Technologies details their work with Rolls-Royce Aerospace on combatting counterfeit parts in the supply chain.

Identiv's Smart Packaging Solutions for Pharma Webinar

Webinar Rewind

Experts from Identiv & Axia Institute join AIM in this webinar for an eye-opening exploration of IoT Smart Packaging Solutions for Healthcare and Pharma.



Reimagine the Possibilities of Electronics Manufacturing at IPC APEX EXPO 2025!



Dive into cutting-edge technical content and professional development courses, network with industry leaders from around the globe, and explore exhibits from top PCB fabricators, designers, and OEMs. Join North America's largest and most dynamic gathering of electronics manufacturing professionals, where innovation and opportunity come together to advance your career and business.

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Digimarc

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Loftware

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The Axia Institute, MSU

[Hub Labels, in Collaboration with Flexcon, Wins TLMI Printing Excellence Award](#)

Flexcon

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AIM is the trusted worldwide industry association for the automatic identification industry. For more than 50 years, AIM has provided unbiased information, educational resources and standards to providers and users of these technologies. AIM membership provides access to an insider's perspective on trends and opportunities along with a voice in shaping the growth and future of the

industry. Member benefits include education, advocacy, and community, as well as a role in creating industry standards through collaboration. Visit www.aimglobal.org.



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